Colchester Public Schools

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1324R

Community Relations

FUND-RAISING ACTIVITY APPROVAL

GIFTS, GRANTS, AND BEQUESTS

School BACON ACADEMY Date 3/31/22

Organization BOYS + GIRLS GOLF, BAND

Contact person DAVE MASON

Activity MATTRESS FUNDRAISER

Date of fund-raising activity 5/22/22

School sponsored: yes ✓ no ____

Gift ____

Value of gift/donation ____

N/A ____

SUPERINTENDENT'S SIGNATURE DATE

[signature] 4/1/22

PRINCIPAL'S SIGNATURE DATE

BOARD ACCEPTANCE OF DONATION DATE: ____ (IF OVER $500)

Request For An In-School Activity By A School Organization/Students

Date of Application: 3/31/22

Group Holding the Activity: B+G Golf, Band Name of Activity: Mattress Fundraiser

Person Requesting Facility Usage for Activity: Dave Mason

Date of Activity: 5/22/22

Time of Activity: 10 AM - 5 PM Set-up/Clean-up Time: 8:00 AM / 6:00 PM

Request Use of the Following:

☑ Gymnasium

☐ Classroom

☐ Cafeteria 200 People

☐ Lavatories

☐ Athletic Field

☐ Auditorium

☐ Other: _____

Required Supervision: Final administrative approval for the activity cannot be granted until supervisory list is complete, faculty advisor approves, custodians are assigned and a police officer is requested (if necessary).

Faculty/Staff Supervisors (Minimum of 4 required for a dance)

1) Dave Mason
2) Craig Kupper
3) Kevin Fennel
4) Thomas Kessler

Police Officer Needed: ☐ YES ☑ NO

Susan McKiernan <smckiernan@colchesterct.org>

Fwd: mattress fundraiser

1 message

Susan McKiernan <smckiernan@colchesterct.org> Tue, Apr 26, 2022 at 12:48 PM
To: Susan McKiernan <smckiernan@colchesterct.org>

---------- Forwarded message ---------
From: <dmason@colchesterct.org>
Date: Tue, Apr 26, 2022 at 12:41 PM
Subject: Re: mattress fundraiser
To: Susan McKiernan <smckiernan@colchesterct.org>

This fundraiser is to raise money to benefit both the boys and girls varsity golf teams as well as the Bacon Academy band program. Funds will be used to purchase equipment/uniforms and cover other additional expenses of each of the programs. Attached is a flyer that details the event.

Sent from my iPhone

> On Apr 26, 2022, at 8:13 AM, Susan McKiernan <smckiernan@colchesterct.org> wrote:

Mattress Fundraiser Launch meeting - Bacon Academy.pdf
1501K

THE MATTRESS FUNDRAISER

Bacon Academy
Sunday, May 22nd
10am to 5pm

CFS Providence – Jason Glander
Jason.glander@CFSBeds.com

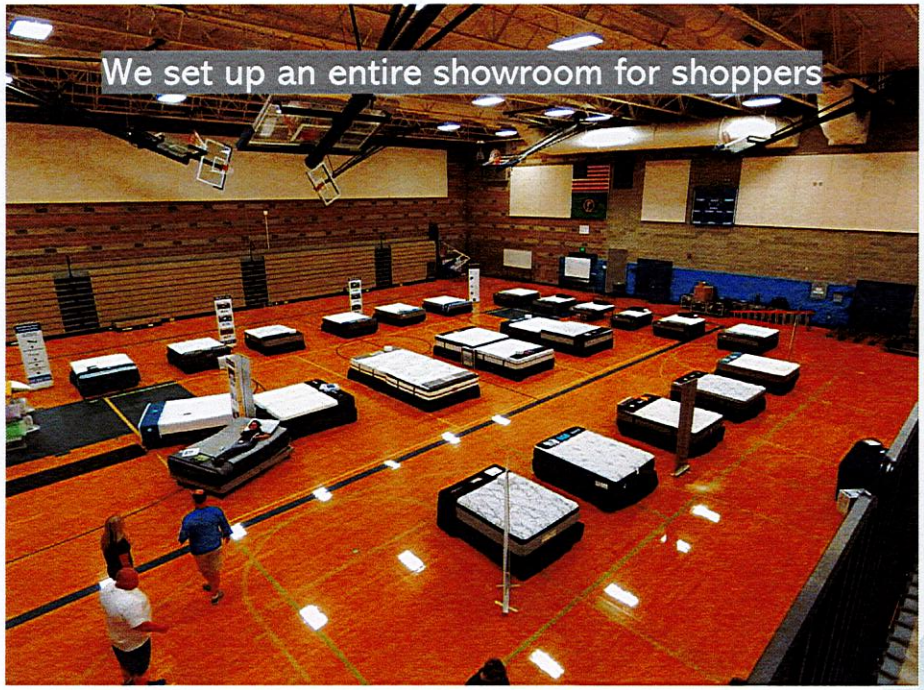
Why MATTRESSES?

WHY IT WORKS:

WELL…….EVERYONE SLEEPS ON A MATTRESS!

- ✓ 1 out of 10 people, or 10% of the population buys a mattress every year
  - that's over 1,500 sold in your community
- ✓ Name brand mattresses are priced up to 50% lower than retail stores
  - no overhead + no advertising = lower prices!
- ✓ EASIEST fundraiser you'll do all year
  - Students don't sell anything
  - Zero cost

What Does it Look Like?


We set up an entire showroom for shoppers

A "Dream Team" of experts ready to help!

Name Brands You Trust

MALOUF

THERAPEDIC

Beautyrest

TRANQUILITY

WELLSVILLE

SIMMONS

ALL AT UP TO 50% LOWER THAN RETAIL COSTS!

More than Mattresses

Payment Options

1. 1 Year Same as Cash financing
2. Check
3. Credit Card
4. Cash

Delivery Options

- ✓Mattresses are made to order and available in 2-3 weeks
- ✓Pick Up: $0
- ✓Delivery: $50 /$95
- ✓Removal: $25

Faculty, Hero & Military Discounts

Teacher
EDUCATION

10% OFF ANY PURCHASE!

Why Are You Fundraising?

Why we you raising money?

How much money do we need to raise?

Have a clear and concise goal that families can realize and get behind

School Payout

REFERRALS	AWARD
Twin	$50 - $100
Full	$75 - $150
Queen	$100 - $200
King	$125 - $250

Quantity Bonuses:

25 beds sold = $1000
30 beds sold = $1250
35 beds sold = $1500
40 beds sold = $1,800
50 beds sold = $2,500
60 beds sold = $3,000

Student Bonuses

Your student can earn money!

REFERRALS	AWARD
1 Referral	$25
2 Referral	$50
3 Referrals	$75
4 Referrals	$100

REFERRALS, REFERRALS, REFERRALS!!!

- **Referrals are the best resource you have in creating a big sale.**
  - 85% of sales are derived from personal referrals
  - Each family needs to find one person to come to the sale – this messaging should stay consistent throughout the promotional period

Examples:

Guilford HS – 62 mattresses sold, 54 referrals ($10,250 raised)

NK HS – 58 mattresses sold, 49 referrals ($9,660 raised)

Albert Ford MS – 52 mattresses sold, 44 referrals ($8,200 raised)

Cumberland HS – 44 mattresses sold, 38 referrals ($7,450 raised)

Middletown HS – 22 mattresses sold, 12 referrals ($3,000 raised)

PROMOTIONAL TIMELINE

- Weekly emails sent out – simply copy and paste and send out per directions!
- Yard signs ordered – distribute yard signs to each family and put around town.
- Flyers sent to school – distribute flyers to students / families and put in faculty mailboxes
- Social media – event page is live! Like, click going and share!
- Press release sent – send to any local media you have contacts with, talk to me with any other advertising opportunities you think will be effective.
- PARENT MEETING DATE – Approximately 3 weeks prior to sale.
- KIDS MEETING – Textathon, week of the sale – I can create a video if easier.